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| IB Business and Management 11 |  | First Trimester Schedule: Tuesday 9:15am Soyla  Thursday 9:15am Soyla  Friday 10:45 Soyla  Instructor: Amy Jacobs  Email address: [missamy@lapazschool.org](mailto:missamy@lapazschool.org)  Phone: 8304-0001 |
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| Overview Business and Management is designed to develop students’ knowledge and understanding of business management theories. They will learn to analyze, discuss and evaluate business activities by learning tools and techniques in the areas of marketing, finance, operations and human resources. Goals  * promote the importance of exploring business issues from different cultural perspectives * encourage a holistic view of the world of business * enable the student to develop the capacity to think critically about individual and organizational behavior * enhance the student's ability to make informed business decisions * enable the student to appreciate the nature and significance of change in a local, regional and global context * promote awareness of social, cultural and ethical factors in the actions of organizations and individuals in those organizations.  Evaluation In this trimester, students will draft business plans, execute SWOT and PEST analyses to tackle different issues when starting a business. Case studies will be used for students to demonstrate understanding and to apply the decision-making skills learned in this unit.  Units  Business Organization and Environment – 1st trimester Year 1  Finance - 2nd trimester Year 1  Human Resource Management - 3rd trimester Year 1  Marketing– 1st trimester Year 2  Operations – 2nd trimester Year 2 |  | Necessary tools In order to be successful in the program:  You will need a computer that you can use to collaborate on Google docs and other on line platforms.  You will need a calculator for some calculations in finance.  You will need a notebook dedicated to this class for case studies. First Trimester Nature of business activity  Types of organizations  Organizational objectives  Stakeholders  The external business environment  Organizational planning tools  Growth and evolution of a business  Globalization |